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02,01

THE HOUSE PLANTS *that do not need to*
Bloom to bring wonderful, Live-Color
right into Your Home!



Mrs. Leatherman's

Rex Begonias

nearly 400 Varieties!

Fall 1951-

Spring 1952

Series H. P. 501

The Barnes
IMPORTERS

OF EAST AURORA, N. Y.



photo by Roche

Again we bring YOU . . .

Mrs. Leatherman's *Rex Begonias*

you will delight in their distinctive beauty . . . the subtle blending of magnificent color all winter through

(and year after year) within your own four walls!

Many More Varieties have been added this Fall so that even the most exacting of fanciers will find *New Enchantment*

While we make no attempt to offer you the 400 varieties, which Mrs. Leatherman has developed with such dexterity, we do present, among others, 52 special hybrid Rex Begonias, many of these for the very first time! And we know full well, that even though you may not be a Begonia enthusiast at this moment, when you have one of these beauties right in your own home, you will become one . . . for the gradations of color . . . the leaf formations will find you as absorbed and excited as that very first tiny shoot that comes up from the good brown earth in the early Spring! Truly the title "Rex" is more than well chosen, for these are each and every one a King in the world of plants to cherish!

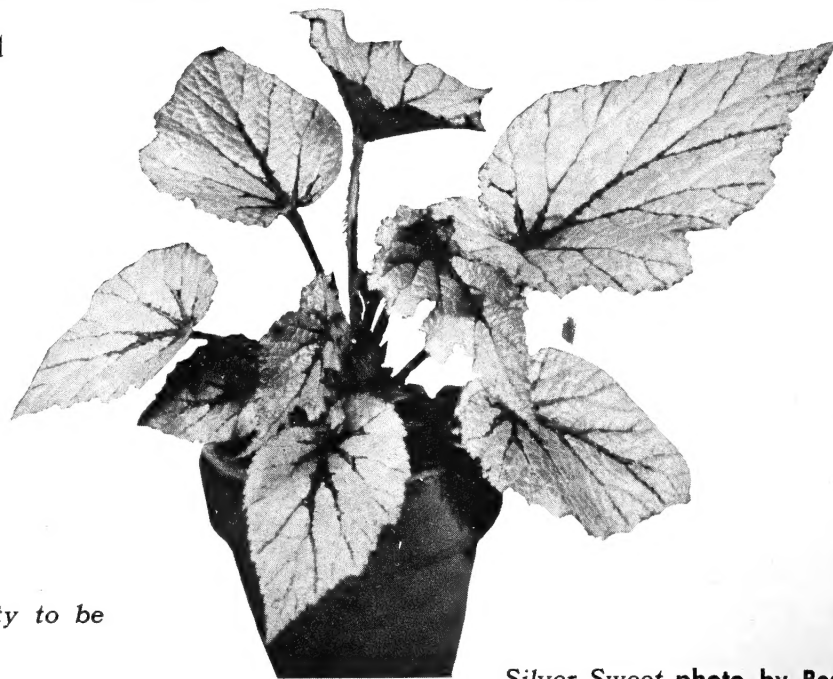
small wonder that Mrs. Leatherman is acclaimed

"The Begonia Queen of America"

wonderful indoor plants, that are "no trick" to care for

These Rex Begonias may look fragile and almost elfin like, but they'll fool you, they're so easy to raise. They won't insist on a south window, nor a north . . . nor even a west. Nor an east. They won't "cry" for bright sun. In fact they'll actually do better in a filtered light, so that even if your apartment should be a bit on the darkish side, you mustn't feel these aren't for you, for they'll live happily with you and bring brightness and cheer to your hearthside. All who come a-visiting will "oh" and "ah" over them, being certain that you are nothing short of a genius to cultivate such beauty. (We make it even easier for you to care for these beauties, for we send along cultural instructions and suggestions with your every order.)

they will need warmth, and a certain degree of humidity to be thoroughly happy and "show off" well!



Silver Sweet photo by Roche

Shipping

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Our Endorsement of Mrs. Leatherman's famous *Rex Begonias*

***is complete, absolutely unconditional
(and simply bursting with pride)***

We (and that's a real plural inclusive of the whole staff, down to even the least of us) are so delighted with Mrs. Leatherman's Rex Begonias that we're more than anxious to have others share our enjoyment! We're so confident that you will be thrilled by their strength and vitality, in addition to their beauty, that we unconditionally endorse Mrs. Leatherman's Rex Begonias, completely insuring your satisfaction in every way with our protective guarantee!



N.B.—You can crowd the roots a little! Your Rex Begonias really won't mind, even a little bit! So you see, you won't absolutely need great big, e-nor-mous pots (or planters). Your Rex Begonias will do better if they don't "rattle around" so to speak. What's more they'll look even lovelier in those stunning, colorful California Pottery Planters. We have some beauties for you, which you'll find mentioned again further on in this booklet.

Shipping Schedule for Your *Rex Begonias*

If you'd like your Begonias during the winter months, please mention it on your order. We will pack each plant especially for winter travel and ship during the first mild spell of weather that occurs . . . (we just simply can't have out-of-season blizzards forever!) However, if winter delivery is not specified we will ship during the month of April, starting about the 15th of April and continuing 'til mid-June, or early July.

We guarantee Mrs. Leatherman's Begonias through the first 6 months Right In Your Own Home! During these six months, should your Begonias not progress to your fullest satisfaction, all you have to do is to drop us a line with full details. We will send you replacements, or advise you on your own cultural problems!

***DO ORDER EARLY—THEY'RE SO BEAUTIFUL THAT
YOU SHOULD BE ENJOYING THEM AS SOON AS POSSIBLE!***

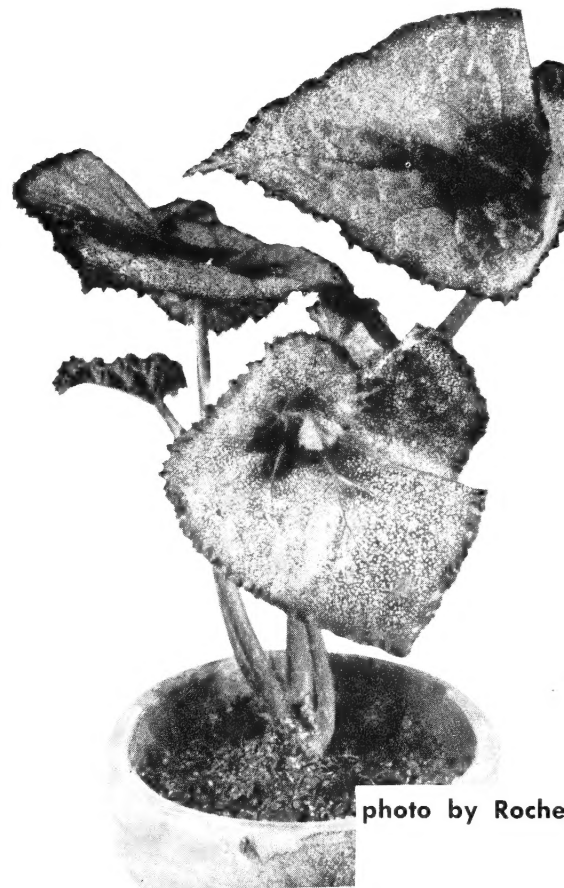
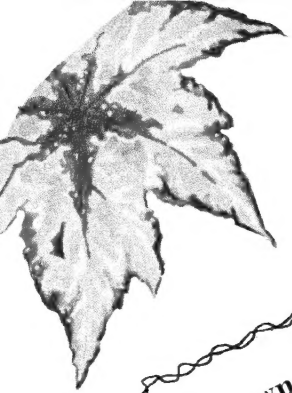


photo by Roche



Join the Rex Begonia Enthusiasts! **Choose from these Special Assortments made up of Mrs. Leatherman's Prize-Winning Begonias**

well known, dependable
NAMED Varieties

Truly an ideal assortment for the Beginner comprised of a wide range of all types and variations. Every variety will be separately packed and labeled. Each variety will be different . . . no duplication. Strong heavily rooted plants out of 3-inch pots . . . 79c each 3 for \$2.15 6 for \$3.95 12 for \$7.95

Mrs. Leatherman's Assortment No. 1

extra choice dependable **NAMED Varieties**

A perfect "intermediate" assortment. Again the range of all types and variations is wide indeed! Each variety will be different, separately packed and labeled. There will be no duplications! Strong, heavily rooted plants out of 3-inch pots . . . 95c each 3 for \$2.65 6 for \$4.95 12 for \$9.50

Mrs. Leatherman's Assortment No. 2

exceptionally choice, rare and unusual **NAMED Varieties**

An assortment which the more advanced Begonia enthusiasts will appreciate heartily. A great many of these are difficult to obtain and seldom seen in Rex Begonia assortments. Every variety will be separately packed and labeled. Each variety will be different . . . no duplications. Strong, heavily rooted plants out of 3-inch pots . . . \$1.29 each 3 for \$3.45 6 for \$6.60 12 for \$12.95

Mrs. Leatherman's Assortment No. 3

available
in
Assortment
only!

Exciting color to delight your artistic soul! It's rather interesting to know that "Begonias rex", the progenitor of our modern Rex Begonias, was sent by J. Simons of Assam, India to Jean Linden of Belgium, back in 1856. Today, all over this broad land of ours, Rex Begonias are receiving more and more attention and enthusiasm! They're a marvellous indoor plant, which you may put out in the garden in a shady spot, when warm weather comes, if you like . . . and the foliage is so gorgeously colored . . . so verdant that they never need a flower to intrigue you. The leaves are so fascinating . . . their shape . . . size . . . their texture! You just owe it to yourself to know them!

Every One Easy-to-Grow!

PLEASE NOTE . . .

Send us a list of the Rex Begonias you already have, with your order for these collections, please . . . and we'll make certain that they are not duplicated!

large, strong plants
to delight the discriminating!

These Rex Begonias will arrive at your own door moist and fresh . . . in Perfect Condition! They're husky, healthy plants, actively growing in large 3-inch Shipping Pots . . . each and every one with heavy branching and unusually strong root systems. Each so outstanding, we're proud to guarantee them!

Each of these Assortments is carefully prepared under Mrs. Leatherman's personal supervision, and selected from more than 285 named varieties!

real treasures for the true Begonia fancier

**Easy-to-follow
Cultural Instructions
with your every order!**

Mrs. Leatherman's Rex Begonia Hybrids

*grown from seed! all hand selected! no two alike!
and you, yourself, may name any plant of unusual
beauty and outstanding characteristics!*

adventure with Mrs. Leatherman's Rex Begonia Seeds

and adventure it will be . . . full of interest and excitement,
for these are both very rare and difficult to obtain.

All of these seeds have been personally blended by Mrs.
Leatherman to assure an even distribution of all types and
color combinations. Collected from her choicest Named
varieties and hybrids, a large percentage of these seeds
will produce beautiful hybrids and types completely new,
which may even change in an intriguing fashion during
their development periods!

Shipped via first class mail, prepaid, with easy-to-follow
cultural instructions included.

Fancier's Packet of 200 Seeds.....\$1



this "magical" Seed Sower
works like a charm
for even the very finest seeds
yours for only \$1.15

You don't need to be mechanically
minded to use this wonderful little
seed sower with great success!

Just take the cap off the end . . . pour the seeds into
tube (do be sure to put the cap back on again) and
with the tip of your thumb turn the regulator so
that you sow seeds (even the very finest of fine
seeds, too!) one-at-a-time!

It's made of cadmium plated steel, so it
resists corrosion and lasts a lifetime! It fits
the hand to perfection . . . why, you've only to
hold it in your own hand and you'll be as pleased
as we are with it! If you like, we'll send you one
on approval so that you can see what a marvelous
thing it is for yourself!

no two alike!

A choice assortment of exquisitely beautiful plants with
rare tones and color combinations. Definitely unusual and
distinctive, these Rex Begonias, so carefully chosen by
Mrs. Leatherman, are "different" from anything previously
offered.

Husky, well rooted plants out of 2 1/2-inch pots...
6 for \$4.95 12 for \$9.50

**Mrs. Leatherman's Seedling Hybrids
Assortment No. 4**

extra choice, spiraled leaf seedlings

A rare assortment of highly colored plants. These are the "bold" ones for
fanciers and collectors who take real delight in growing the unusual!

Husky, well rooted plants out of 2 1/2-inch pots...
6 for \$6.60

**Mrs. Leatherman's Extra Choice Seedling Hybrids
Assortment No. 5**

**Mrs. Leatherman's own special
Rex Begonia SOIL**

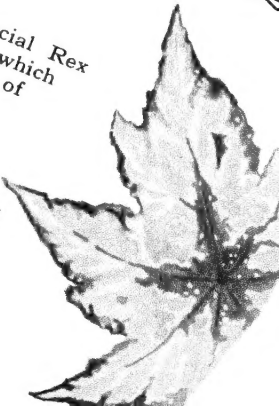
You really should use Mrs. Leatherman's own special Rex
Begonia soil to achieve the same beautiful Begonias which
have given her the title of the Rex Begonia Queen of
America. It is prepared every year, under a special
formula, by months of careful composting and proper
blending of all important ingredients.

Don't hesitate to order a plentiful supply for it can be
kept indefinitely, even after opening the plastic bag. Just
roll down the top and close it with a rubber-band, paper
clips, or spring-type clothespins.

Packed in special Polyethylene plastic bags to
maintain the proper moist condition.

1 qt. Bag, 85c 2 qt. Bag, \$1.25
3 qt. Bag, \$1.50 5 qt. Bag, \$2.25

Postage Prepaid East of the Mississippi.
Add 25c for the 1st quart West of the
Mississippi; 15c for each additional quart.
Shipped Promptly at any time of the
year to any part of the U. S.





Curly Silver Lake

You will find ALL Varieties grouped according to approximate height.

Leaf-sizes also vary, so we have noted their approximate size in parentheses after the name of each variety — as follows:

miniature..... diameter up to 4 ins.
 small..... diameter up to 5 ins.
 medium..... diameter up to 7 ins.
 large..... diameter up to 12 ins.

The growth of Rex Begonias can be held under control by limiting the size of the planters or pots. Also soil composition, growing methods, and types of fertilizers used will alter the size of the leaf and the height of the plant.

Therefore the leaf-sizes and plant heights, which we have specified, are approximate only!

LOW GROWERS

will grow to 8 inches tall

BRONZE CURL (miniature) — *presented for the first time!* One of the late Roy Berry hybrids. Leaves are deeply spiraled, slightly lobed and curly, with an exquisite bronze-red blending over the entire surface. Extremely rare!

\$1.75 each 3 for \$4.65 6 for \$8.75

Mrs. Leatherman's beautiful Hybrid Rex Begonias

*breath-taking color in your very own
home all winter long, year after year.*

52 NAME Varieties

LUCY CLOSSON (miniature) Deep reddish-purple leaves have sections of bright purple and deep purple centers . . . the edges, irregular and long, have a deep purple border.

\$1.55 each 3 for \$4.15 6 for \$7.75

MULBERRY (small) These leaves have a mulberry center with a border of aqua-blue . . . tiny raised stipules with fine hairs.

95c each 3 for \$2.65 6 for \$4.95

ROY BERRY'S No. 42 (miniature) Another beautiful hybrid of the late Roy Berry. Leaves, 3 inches in diameter, in rare blendings and shades of bright rose and pink, have centers of dark rose-pink and a fine edge of deep rose-pink.

\$1.55 each 3 for \$4.15 6 for \$7.75

SPECULATA (small) Unlike the majority of Rex Begonias, *Speculata* is an excellent bloomer! However, it is as magnificent without blooms as when in flower. Leaves have raised, rough sections, blended with green and silver which has an intriguing bronze cast! They are deeply serrated . . . bright green veins are strongly indented.

\$1.55 each 3 for \$4.15 6 for \$7.75

MEDIUM GROWERS

will grow to 12 inches tall

CARMELITA (medium) *presented for the first time!* Deeply spiraled leaves with mid-sections of silver green have irregular veinings of red-brown in the center and borders of red-brown, spotted with silver, edged with fine hairs.

\$1.75 each 3 for \$4.65 6 for \$8.75

COREE (miniature) *presented for the first time!* A Roy Berry, its leaves, slightly lobed and ending in a deep, long point at the base, are predominantly pink . . . their centers of deep maroon . . . midsections, a blending of blue-gray with shades of pink. Irregular borders of deep green, lightly splashed with silver-pink, have a fine hair-line margin of red. Extremely rare!

\$1.75 each 3 for \$4.65 6 for \$8.75

CHANGEABLE (medium) Aptly named, the leaves of this hybrid are as changeable as a woman's mind. No two are alike. However, maroon-pink centers and greenish-blue borders with silver edges are apparent throughout. Limited stock, so do order promptly.

\$1.55 each 3 for \$4.15 6 for \$7.75

DEW DROP (miniature) Leaves, with a tendency to cup, have somewhat irregular, deep gray centers overlaid with a light pink blush . . . raised silver sections with dark veins and irregular edges, which come to a long point.

95c each 3 for \$2.65 6 for \$4.95

FIREFLUSH (medium) This is recommended for advanced growers, as it is more difficult to raise than most of these hybrids. Soft, heavy leaves of brilliant green with deep red centers are heavily covered with fine red hairs and narrowly edged with deep red . . . the whole creating a brilliant red effect in certain light. Little, new leaves are like soft, bright-red, plush velvet.

\$1.55 each 3 for \$4.15 6 for \$7.75

KING EDWARD (small) Exquisite leaves of deep purple have a tiny band of broken aqua-blue in characteristic effect.

95c each 3 for \$2.65 6 for \$4.95

MAIDEN'S BLUSH (miniature) These leaves with slightly veined centers of deep maroon, artistically shaded into their predominant bright pink color, have fine irregular edges in the same deep maroon.

\$1.45 each 3 for \$3.95 6 for \$7.25

HELEN LEWIS (large) An exceptionally beautiful variety. Leaves have edges and centers of a deep purple, blending into aqua-blue borders.

\$1.25 each 3 for \$3.25 6 for \$6.25

MIDNIGHT (large) This is similar to the Helen Lewis in coloring, save that the border is narrower, and purple a deeper tone.

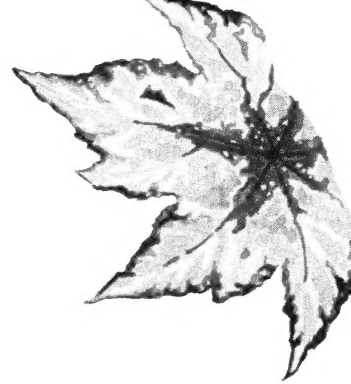
95c each 3 for \$2.65 6 for \$4.95

Many of these gorgeous Hybrids are brand new!

All are marvelously easy to raise!

All are guaranteed thru the first six months!

All are husky, strong-rooted plants!



MRS. MOON (medium) These leaves have a blue-gray center, speckled with silver, and a blue-silver border . . . the fine red edge, slightly irregular, emphasized by a narrow strip of dark green enlivened with small silver speckles.

75c each 3 for \$1.95 6 for \$3.75

NAVAJO (medium) Brilliant rosy-red leaves have an irregular center of deep maroon red and a narrow edge of the same rich color.

95c each 3 for \$2.65 6 for \$4.95

PACIFIC SUNSET (medium) Presented for the first time! Leaves are a blue-silver, overlaid with a bright pink. When grown in a strong light it is this pink tone which predominates! Centers have small veinings of maroon, which color appears again in a tiny margin.

\$1.75 each 3 for \$4.65 6 for \$8.75

PRINCESS of HANOVER (medium) Presented for the first time! Very soft, hairy leaves in a lovely tender green with silver border. Recommended for the advanced grower, as it is more difficult to raise than most of the hybrids.

\$1.75 each 3 for \$4.65 6 for \$8.75

RAMONA (miniature) Centers of deep maroon, shading to red-grape are bordered with bright aqua-blue. The fine uneven edge also has a narrow border of red-grape.

\$1.55 each 3 for \$4.15 6 for \$7.75

TAPESTRY (miniature) Centers of deep maroon shade into a bright, rosy pink, bordered with emerald green, which is spotted with silver. The edge is serrated with a fine, red line.

\$1.55 each 3 for \$4.15 6 for \$7.75

TALL GROWERS

Will grow to 18 inches tall

BIG BEAUTY (large) Very large, silver-and-green, spiraled leaves with fine red hairs, are centered with olive green and have a fine, red, hairy edge. Tiny pin spots of silver are sprinkled over the entire surface.

95c each 3 for \$2.65 6 for \$4.95

BRONZE QUEEN (large) Presented for the first time! These somewhat iridescent leaves are a deep bronze-red which responds to light rays with fascinating hues and tints.

\$1.75 each 3 for \$4.65 6 for \$8.75

CURLY RAJAH (large) Presented for the first time! Curly, spiral leaves have centers with small irregular maroon-red veinings. Mid-sections are medium green with a silver cast . . . hairy edges have a tiny red margin and an irregular border of bright green, silver spotted.

\$1.75 each 3 for \$4.65 6 for \$8.75

EL MONTE (large) Hybrid of Mrs. Bertie Nicoll. Very ruffled spiral with large silver leaves, which have a delicate pink cast. Slight green veins in center . . . the irregular edge with fine red hairs is bordered with dark green which is polka-dotted with silver.

\$1.55 each 3 for \$4.15 6 for \$7.75

FIESTA (large) These greenish silver leaves take on a tinge of rose with a good light, yet their irregular centers and edges are deep green with some raised spots of silver . . . the greenish silver midsection with raised portions like big, water blisters.

95c each 3 for \$2.65 6 for \$4.95

FLORA (large) A new hybrid of Mrs. Elizabeth Fisher, presented for the first time! Very large, spiral leaves with slightly lobed edges have centers with irregular maroon veins. Mid-sections are silver green with irregular, bright green borders, sparsely spotted with a reddish cast and blendings. Margins of maroon and silver, are topped with stiff white hairs. A very sturdy, full grower.

\$1.75 each 3 for \$4.65 6 for \$8.75

FRILLY CARNOT (large) is similar in color to President Carnot, described on this page, with frilled and slightly ruffled leaf edges.

95c each 3 for \$2.65 6 for \$4.95

JULIAN W. MOODY (medium) One of Mrs. Leatherman's new hybrids—presented for the first time! A very sturdy, full grower. Long, somewhat ruffled leaves are slightly and irregularly lobed. Center veinings are almost black . . . mid-sections are silver-green . . . the very narrow margins of maroon are bordered with green, gently splashed with silver. From the dark center a delicate pink flush blends into the silver green.

\$1.75 each 3 for \$4.65 6 for \$8.75

LESOUDSI (large) This is an Outstanding Parent-Plant for Hybridizing. The leaf-centers are irregularly veined in the dark green . . . the edges have a fine line of red and are slightly hairy, and bordered in dark green with tiny dots of silver. The balance of the leaf is a medium shade of green with a raised and blistered effect.

75c each 3 for \$1.95 6 for \$3.75

PETER PAN (large) Presented for the first time! Leaf centers of deep green shade into a bright green. Mid-sections are silver green, while the deep red edge is bordered with bright green overlaid with silver spots. Stiff, red hairs are sparsely scattered over the tops of the leaves.

\$1.75 each 3 for \$4.65 6 for \$8.75

PRESIDENT CARNOT (large) This is the Rex Begonia which the Frilly Carnot resembles in color! In a good light it takes on a pinkish cast, yet the long veinings are dark green and the sections between them have dark green backgrounds with well-raised silver blisters.

75c each 3 for \$1.95 6 for \$3.75

ROSETTA (large) Very curled, spiral leaves have deep green centers and tiny edges of red. Sections between the veins raise upward and are very brilliant green. The entire leaf has raised pin spots of silver, topped by fine red hairs.

\$1.25 each 3 for \$3.35 6 for \$6.25

SIDNEY MITCHELL (large) Brilliant shades of red and pink predominate . . . centers are very black maroon . . . edges have a tiny black-maroon border. Only a limited quantity available!

\$1.75 each 3 for \$4.65 6 for \$8.75

UPRIGHT GROWERS

ABEL CARRIERE (medium) Evansian X Rex. This is an old favorite with darkly veined silver leaves. With a good light, they take on a rosy cast. They are very bushy growers and are ideal as basket plants or trellised. It is a shy bloomer with bright red flowers.

75c each 3 for \$1.95 6 for \$3.75

BERTHA MCGREGGOR (medium) A beauty of the maple leaf type that you'll find pictured on page 3. The leaves are deeply serrated and lobed, with centers veined in deep maroon . . . predominately blue-green-silver, slightly tinged with red toward the center. The very fine hair line edge is red, slightly hairy with a small irregular border of green, silver spotted.

75c each 3 for \$1.95 6 for \$3.75

CATHLYANA (medium) A Cathyana-cross presented for the first time! Soft hairy leaves have deep center veinings of dark green. Mid-sections are bright green . . . the irregular edges, a light maroon. All veins are deeply indented, while the entire leaf is covered with white spots, each of which is topped with a tiny red hair, creating a reddish cast over all.

\$1.75 each 3 for \$4.65 6 for \$8.75

SILVER GREEN HEART (medium) Presented for the first time! A well-branched grower, its silver green leaves have long, irregular, bright green veinings. Fine red hairs edge the leaves.

\$1.75 each 3 for \$4.65 6 for \$8.75

SILVER SWEET (medium) These leaves with raised blister-like sections, are a blue-gunmetal-gray with veinings of deep blue-gray Very fine edges of spotted silver on deep gray are edged with tiny red hairs.

95c each 3 for \$2.65 6 for \$4.95

VAN X No. 1 (medium) A well-branched grower presented for the first time! The leaves with mid-sections of silver-green have blue-black centers from which deep pink casts blend out into the silver-green. Edges are bordered with deep green, lightly spattered with silver pin points, and have a tiny red margin.

\$1.75 each 3 for \$4.65 6 for \$8.75



More of Mrs. Leatherman's Rex Begonia Hybrids

bringing You a heart-warming display of magnificent foliage right in your own home for years on end!

Rhizomatous BEGONIAS

These are ideal house plants, which will start blooming in winter and continue on through Spring. Of easy culture, they will do their best in a South or West window.

GREEN STAR, of the "star-leaved family", presented for the first time. Leaves are of medium size in a pleasing shade of green, the undersides of which are slightly red. The pale pink flowers are in clusters on stems held well above the foliage.

\$1.75 each 3 for \$4.65 6 for \$8.75

HERACLEICOTYLE (Mrs Townsend) A full-growing plant, presented for the first time. Fleshy leaves, slightly lobed with seven points, are a medium shade of green on top, slightly red underneath. Fully developed, the leaves are about 4 inches in diameter. Compact clusters of deep pink flowers on stiff stems are held well above the foliage.

\$1.55 each 3 for \$4.15 6 for \$7.75

HERACLEIFOLIA NIGRICANS . . . sometimes called the "Turkey Foot Begonia" is a very showy, handsome plant, presented for the first time! The leaves with a beautiful taffeta sheen have from 7 to 9 long, finger-like points. The colorings are a blending of bright greens and black-greens with a rather bronzy deep-green intermingling. Developed, they are about one foot in diameter. Airy, pale pink to white flowers cluster on long stems.

\$1.75 each 3 for \$4.65 6 for \$8.75

JOE HEYDEN, a very showy, attractive plant, presented for the first time, has leaves that are slightly lobed and similar to a "star-leaved begonia". They, too, have a taffeta sheen and develop to about 5 inches in diameter. These are prolific bloomers with lovely pink flowers, clustered on stiff stems, borne on spikes raised well above the foliage.

\$1.75 each 3 for \$4.65 6 for \$8.75

B. NELUMBIIFOLIA, presented for the first time! Leaves are peltate and almost round, held on stiff stems and facing out with much the appearance of a large pond-lily pad. They become larger as the plant matures, sometimes measuring up to 18 inches in diameter. White flowers, lightly tinged with pink, are held upright on stiff stems.

\$1.75 each 3 for \$4.65 6 for \$8.75

SILVER STAR is an attractive, full plant with star leaves, presented for the first time! Green leaves are so heavily overlaid with silver that the silver color predominates. They develop to about 6 inches in diameter. Pale pink flowers are borne in clusters on long stems.

\$1.75 each 3 for \$4.65 6 for \$8.75

MEXICAN SPECIES C 42 is a beautiful new species from Mexico. They bloom readily in Winter and Spring, showing lovely pink flowers held well above the foliage on long, stiff stems. They develop into very bushy plants that do not become leggy, with attractively serrated leaves, about 4 inches in diameter, similar in effect to the star-leaved begonias.

\$1.55 each 3 for \$4.15 6 for \$7.75

FIBROUS BEGONIAS

DARK MAZEE, one of the newer begonias, presented for the first time. This develops into a very bushy plant and is best grown as a hanging plant, or trellised. The round leaves come to a sharp point, and with different light and growing conditions, their colors vary considerably. The basic coloring is a dark green but blendings are chiefly dark and medium shades of bronze tones. The veinings on the underside of the leaves have a reddish cast and the edges, brown markings like broken button hole stitching. The flowers are white, shaded in pink. To achieve the best color effects, do not give these too much sun, but they will want high humidity.

\$1.75 each 3 for \$4.65 6 for \$8.75

B. DICHATOMA (which translated from the Latin means unusual branching) is a tall, upright grower, presented for the first time. Basal shoots spring out, so these plants become bushy specimens. Stems are very thick and of a succulent nature . . . roundish, shallowly lobed leaves are a medium shade of green with bristly-like hairs. Pearl-like flowers are dainty and small, borne in clusters. In winter months keep these on rather the dry side, but give them considerable morning sun, or filtered sunlight.

\$1.55 each 3 for \$4.15 6 for \$7.75

B. METALICA, a tall upright grower, presented for the first time. Shining green leaves have a metallic luster and are slightly hairy. The tops of the leaves are round, coming down the side to a point, then to the base with deep points. Their undersides have red veins. Soft toned pink flowers cluster on long stems and when in bud look like small balls of chenille. These plants also develop into bushy specimens.

\$1.55 each 3 for \$4.15 6 for \$7.75

MRS. FRED SCRIPPS, a tall upright grower, presented for the first time, develops into a bushy plant. Medium green leaves are lobed and rounded in a scalloped-like effect, coming to a deep point at the base. The underside of the leaves is red, and both sides are covered with short, stiff hairs. The unusual characteristic of these begonias is the tiny, ruffled leaf that forms as an auxiliary leaf at the stem axis on top of the large leaf. Dainty, small, star-like, white flowers are borne in clusters on tall stems.

\$1.55 each 3 for \$4.15 6 for \$7.75

B. SCHARFFI (also called B. Haageana) is a tall, upright grower which rapidly develops into a bushy plant, presented for the first time! Dull green leaves, rounded at the top and coming to a decided point are very hairy, and red on the underside. Exceptionally attractive, snow white flowers form in enormous clusters on long stems to droop down over the foliage, however as the outside of the petals have red hairs, they give the effect of pink blossoms. When opened out flat, the individual flowers are about 1 inch in diameter. This heavy bloomer starts to show its flowers in October and continues on to the following July.

\$1.55 each 3 for \$4.15 6 for \$7.75

No. 76221 (New York Botanical Garden) is also called Mexican Species No. 2, although it is in all probability a hybrid — presented for the first time! Green leaves with chocolate-brown spots, that are neither uniform in size nor spacing, are edged with fine white hairs. This is a shy bloomer, but the foliage is so unusual and attractive that it is well worth growing!

\$1.75 each 3 for \$4.65 6 for \$8.75

Just a little note to YOU . . .

As a special Begonia Enthusiast, no doubt, you've several friends who appreciate them, as you do. So perhaps, you'd like to have these friends receive our publications, too! If so, we would be delighted to have their full names and addresses for our mailing list. Do send them along, but you'll make certain, won't you, that they are genuinely interested, as our publications are costly to produce and limited in quantity.

All are Superbly Packed for Safe Shipment Anywhere!

If we only had a magic carpet, we could whisk you right into our Shipping Room so that you could see for yourself just how carefully each plant for Every Order is handled and packed . . . directly under Mr. Moody's personal supervision! Every plant is specially prepared with damp moss, then individually wrapped in wax paper, plus other layers of paper to keep it moist and fresh during the trip . . . then it is snugly fitted into exactly the right size box. Result? Each plant arrives at your door moist and fresh. in Perfect Condition!



for the very first time, we offer You these three Special Assortments . . .

A. Mrs. Leatherman's Assortment of FUCHIAS

These are California Hybrids (all strong, well-rooted plants), a well rounded assortment of the better varieties that grow well as pot plants. The assortment includes large doubles, semi-doubles, and the large, flared bell-shaped singles! The entrancing colors range from white through lavender, purple and red. These Fuchsias make excellent house plants in cooler sections of the country, but are valuable additions to the shade garden in milder climates. Offered in Assortment Only . . . so please do not order by color!

79c each 3 for \$2.15 6 for \$3.95 12 for \$7.95

B. Mrs. Leatherman's Assortment of STREPTICARPUS MULTIFLOROUS

This is a species of the Cape Primrose family, the seed of which originally came from South America! The lovely flowers, held well above the foliage on stiff stems, are tubular, rather deep and long, with a white base and tints of blue on the edges, these same blue tints extending into the throat. These plants with long, rough basal leaves are prolific bloomers showing flowers throughout the entire year with only a few, brief seasons without bloom. The heaviest blooming periods occur during Spring, Summer and Fall. They require the same culture as Gloxinias and African Violets, and as always, cultural instructions and suggestions are included with your every order.

\$1.25 each 3 for \$3.35 6 for \$6.25

C. Mrs. Leatherman's Assortment of EVER-GREEN, INDOOR FERNS

This is an assortment of extremely attractive ferns of all types and varieties suitable for House Culture. Each variety is decidedly different and appealing. There will be no duplications. In milder climates they'll do beautifully outdoors in the shade garden!

95c each 3 for \$2.65 6 for \$4.95

Stunning, California-Pottery
Self-watering Planters
in 8 lovely, decorator colors

IDEAL FOR YOUR REX BEGONIAS, these are the very best wick-fed planters we know of. Scientifically designed, you may be absolutely sure of healthy, robust plants. The wick pulls up just the right amount of water from below, so the soil can't get too wet or soggy. Hidden-from-the-eye Inner Porous Sections, plus air spaces, let the plants breathe at all times! And they are fashioned from Satin-Glaze California Pottery on simple, uncluttered lines of true artistry in these exciting decorator colors . . . true turquoise, mist gray, sun lime, soft yellow, rich emerald green (a very deep tone), redwood, sea blue, and brilliant white!

Style DK18 (4½ x 4½ x 3½ ins.) shown here is perfect for starting Rex Begonias

\$2.95 ea.

DK24 — similar — (6 x 6 x 4 ins.) ideal for larger plants

\$3.95 ea.

for other styles see our Gloxinia Folder



for you — those little “extras” every gardener (indoors or out) loves to own — or give to other good gardeners!



**Miniature
Window Gardenware
has many uses**



*practical!
lasts a lifetime!
new! different!
a good gift!
solid brass!
iridite treated
to eliminate tarnish!*

Anyone (and we really mean everyone) will find this set indispensable for window gardens and/or houseplants — and another thing, it's amazingly useful outdoors for those hard-to-get-at places where a large tool would not only be difficult to use, but might prove harmful!

Only two tools give you

a TROWEL a TAMPER
a SCRATCHER a SCOOP
Complete—only \$2.50

**RA-PID-GRO . . .
our very favorite plant food**

We “go overboard” about this liquid plant food, not only because it is so good, but also because it is good for House Plants as well as good in the garden! Scientifically balanced proportions—Nitrogen, 23%; Phosphorus, 21%; Potash, 17%—the balance made up of essential hormones, vitamins and all necessary trace elements! Economical, clean and easy to use, it is used at the rate of 1 teaspoonful to 1 quart of water—and is immediately available to the plant!

2 oz. envelope, 25c 8 oz. can, 70c
1 lb. can, \$1.25 2 lb. can, \$2.35
5 lb. can, \$4.50 10 lb. can, \$8.75

a handbook for the busy
**“The Trick of Growing
House Plants
in Every Window”**

by *Sophia Naumberg*

This little book is neither weighty, nor highly technical. It tells you which plants to grow in North, East, South or West windows . . . how to keep your plants healthy . . . even how to grow plants indoors over a radiator! 80 pages of information — 60 illustrations within a waterproof cover bound together with plastic spirals!

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Wilson's SUPER-CIDE

combines the “Big Three”

D.D.T.—Rotene—Pyrethrum

We've tried a goodly number of insect killers, and in all our testing we found SUPER-CIDE to be the finest all-purpose insecticide available!

It will control Aphis (plant lice), Red Spider (two spotted), Cyclamen Mite, Gladiolus Thrips, Grape Leap Hopper, Mealy Bugs, Orchid Scale, Plant Bugs, White Fly . . . and many, many more since Wilson's Super-Cide is toxic to all types of insects! Also, its superior wetting power makes it effective against hairy and wooly insects which ordinary sprays will not control!

*Complete directions with every
package!*

Easy to prepare and use.

Dilute only with water!

Pint Bottle \$1.75

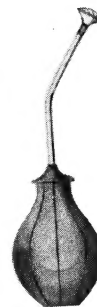
Gallon Can \$9.75

**Plastic, Wik-Fed
Scientific Planter**
New! Modern! Durable!



This scientific planter comes in two sections in attractive marbelized colors . . . Glowing Yellow, Bright Red, Delicate Pink, Rich Green, Striking Lavender and Soft Ivory all with a Jet Black base. The top and base are made from inert plastic . . . the wick is non-deteriorating Fiberglass . . . and it looks well at home, or in the office!
4-in. Wik-Fed Pots, \$1.19 5-in. Wik-Fed Pots, \$1.69

**double duty
Plant Fountain**
the ideal sprinkler



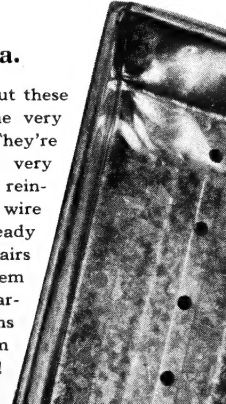
This little sprinkler, preferred by plant fanciers and seedsmen, does a perfect job of watering plants in the home! It puts the correct amount of water where you want it. It doesn't spill. It lasts indefinitely. It has a conveniently curved stem and detachable sprayer, made of plastic in a number of colors. The bulb is of excellent quality green rubber. It definitely ranks way and above the clumsy water pitcher or old fashioned watering can!

**“101 Uses” Plant
Fountain . . . \$1.50**



**Galvanized Metal
Seed Flats . . . \$1.79 ea.**

One of the very nicest things about these flats is that they will outlast the very best wood flats by many years. They're scientifically constructed of the very finest galvanized sheet stock, reinforced with heavy galvanized wire under the rim curl. Always ready to use, no assembling, no repairs ever necessary, you can nest them when not in use, so they're marvelous space savers! Perforations and drainage grooves in the bottom make them the ideal seed flats!



Your Guide for Ordering Rex Begonias

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30 BARNES BUILDING
East Aurora, New York

helpful
ordering
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Please send payment in full with your order . . . by check or money order. No C.O.D.s please, they greatly delay shipment! Since we ship so many items, which vary in size and in weight, to all parts of the United States, we find it impossible to include postage in our prices; therefore we pay postage on all Parcel Post at the time of shipping, and notify you by card of the correct amount to refund us. Should it become necessary for us to make substitutions, you may rest assured that they will be of equal or greater value in every case! The smallest order we usually handle is \$2.00; should you wish to order less than that we can take care of it for an additional 35c to cover clerical costs and packaging.

| | |
|-----------|--|
| ORDER NO. | |
| CKD. | |
| ACK. | |
| BKD. | |
| PSTD. | |
| PMT. | |

| QUANTITY | ARTICLE | TOTAL | QUANTITY | ARTICLE | TOTAL |
|----------|---|-------|----------|--|-------|
| | Please send me the following NAMED Varieties of Mrs. Leatherman's famous Rex Begonia Hybrids: | | | plants—FUCHSIAS—Assortment A | |
| | plants | | | plants—STREPTICARPUS—Assortment B | |
| | plants | | | plants—INDOOR FERNS—Assortment C | |
| | plants | | | pkts.—SEED—Mrs. Leatherman's Hybrids | |
| | | | | SEED FLATS—Metal | |
| | | | | SEED SOWER | |
| | | | | PLANT FOUNTAIN | |
| | | | | PLANTERS—California Pottery | |
| | | | | style DK-18 Colors | |
| | | | | Colors | |
| | | | | style DK-24 Colors | |
| | | | | Colors | |
| | | | | PLANTERS—Plastic, Wik-Fed | |
| | | | | size 4-in. Colors | |
| | | | | Colors | |
| | | | | size 5-in. Colors | |
| | | | | Colors | |
| | | | | PLANT FOOD—Ra-Pid-Gro | |
| | | | | SUPER-CIDE—Wilson's Plant Spray | |
| | | | | GARDENWARE—Miniature | |
| | | | | BOOK—"The Trick of Growing House Plants . . ." | |

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| | PLANTS—Rex Begonias, Assortment No. 1 | |
| | PLANTS—Rex Begonias, Assortment No. 2 | |
| | PLANTS—Rex Begonias, Assortment No. 3 | |
| | PLANTS—Rex Begonias, Assortment No. 4 | |
| | PLANTS—Rex Begonias, Assortment No. 5 | |

If sold out of any items on your order may we:

Substitute a similar variety of equal or greater value?

Hold on back-file for next season?

Send a STATEMENT of CREDIT?

Send a refund?

| | | |
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| PARCELS | | OVRPD. |
| | | SHORT |
| | | USE PSTG. |
| SHPD. | PSTG. | VIA |

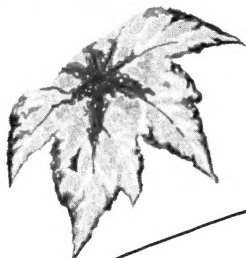
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